

WHAT IS CLAIMED IS:

- 1) An apparatus for displaying images on a screen, in particular for displaying images relevant to advertisements, commercials, marks, slogans and information on a television screen, apparatus that comprises:
- means (5) for connecting to a television set (6);
  - means (3) for storing data and/or programs relevant to advertisements, commercials, marks, slogans and information;
  - means (7; 70) for connecting to a telematic network (10);
  - means (2) for data processing, connected to said means (5) for connecting to a television set, to said means (3) for storing data and/or programs and to said means (7; 70) for connecting to a telematic network (10) and able to control the apparatus (1), in order to send to said television set (6) signals relevant to advertisements, commercials, marks, slogans and information according to a preset program and/or to a signal received by said telematic network (10).
- 2) The apparatus of claim 1, wherein said means for connecting to a television set comprises a tuner (5).
- 3) The apparatus of claim 1, wherein said means (3) for storing data and/or programs comprises a hard disk.
- 4) The apparatus of claim 1, wherein said means (3) for storing data and/or programs comprises means for detecting filmed sequences been displayed by the television set of an user, relevant to advertisements,

commercials, marks, slogans and information, and relevant data.

5) The apparatus of claim 1, wherein said means for connecting to the telematic network (10) are of wire  
5 network type.

6) The apparatus of claim 1, wherein said means for connecting to the telematic network (10) are of wireless type.

7) The apparatus of claim 1, wherein said means for  
10 connecting to the telematic network (10) are of GSM (70) type with reception of signals of SMS type.

8) The apparatus of claim 1, wherein it is provided with a disabling button (11).

9) The apparatus of claim 1, wherein said means (3)  
15 for storing data and/or programs is able to store digital images and filmed sequences.

10) The apparatus of claim 1, wherein the apparatus (1) is permanently located in a television set.